



GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
DIRECTORATE OF EDUCATION: SCHOOL BRANCH
OLD SECRETARIAT, DELHI-110054

No.DE.23 (699)/Sch.Br./2021/228

Dated: 25.02.2021

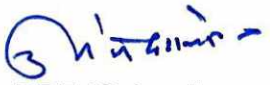
CIRCULAR

Subject: 1st National Toy Fair, 2021

Reference circular no. DE.23(699)/Sch.Br./202/36 dated 18.01.2021 regarding the 1st National Toy Fair, 2021, all the Heads of Govt, Govt Aided and Unaided Recognized schools under Directorate of Education are directed to register and visit the virtual India Toy Fair, 2021 from February 27 to March 2, 2021. The registration process is enclosed as Annexure-I. They are further directed to disseminate the enclosed information among the students, parents and teachers through all the available means and encourage them to participate.

The Toy Fair can be visited virtually from 27th February to 2nd March by registering at <https://theindiatoyfair.in/>.

This issues with the prior approval of the competent authority.


DDE (School)

Enclosure: As above

No.DE.23 (699)/Sch.Br./2021/228

Dated: 25.02.2021

All Heads of Govt., Govt. Aided and Unaided recognized Schools under Directorate of Education through DEL-E.

Copy to:-

1. PS to Principal Secretary (Education).
2. PA to Director (Education).
3. All RDEs & DDEs (District & Zone).
4. DDE (ASB) & DDE(PSB)
5. OS (IT) for uploading MIS.
6. Guard file.


OSD (School)

ANNEXURE I

THE INDIA TOY FAIR 2021


- The India Toy Fair 2021 will be organised virtually from 27th February 2021 to 2nd March 2021.
- The Fair aims to provide an impetus to the underlying themes of "Atmanirbhar Bharat" and "vocal for local" campaigns, launched by the Government to promote indigenous industries.
- At the same time, the Fair also aims to leverage the potential of toys in making learning joyful across all ages in education.
- The India Toy Fair 2021 intends to bring policy makers, toy manufacturers & distributors, investors, industry experts, MSMEs, artisans, start-ups, children, parents and teachers together on a common platform, in a bid to propel the growth of the Indian Toy Industry toward a global competitive edge.
- One of the main attractions of The Toy Fair is the Virtual Exhibition with over 1000 virtual stalls.
- The exhibitors include Indian businesses engaged in creating happy childhoods and educating children through play, as well as NCERT, SCERTs, CBSE along with their schools and teachers, IIT Gandhinagar, NID and Children University Ahmedabad. All manufacturers in the Indian Toy Industry, small or big are being encouraged to showcase India's strength and diversity.
- The fair is expected to feature millions of users from different parts of India and will give them an opportunity to buy products from a variety of different exhibitors.
- As on 8th February 2021, over 1,000 exhibitors are virtually on boarded for The India Toy Fair 2021.
- The Fair will also have knowledge sessions in terms of engaging panel discussions and webinars on diverse topics closely resonating with the Indian Toy Industry. The assortment of topics would address the Toy Industry holistically and deliberate on the way ahead for the Toy Industry.
- For the education sector in particular, the Knowledge Sessions involving various experts will focus on areas emphasized in the NEP 2020 such as play-based and activity-based learning, indoor and outdoor play, use of puzzles and games to promote critical thinking and overall on how to make learning more engaging and enjoyable.
- Additionally, to showcase our collective strength in toy manufacturing, several state governments are expected to feature webinars/sessions on the virtual platform. Further, to make the Fair an all-encompassing event, a plethora of activities such as Craft Demonstrations, Competitions, Quizzes, Virtual Tours, Product Launches, etc. would also be held during the Fair.
- The website and registration portal will be launched on 11th February, 2021.
- The Toy Fair can be visited virtually from 27th February to 2nd by registering at <https://theindiatoyfair.in/>.



How to Register for The India Toy Fair 2021

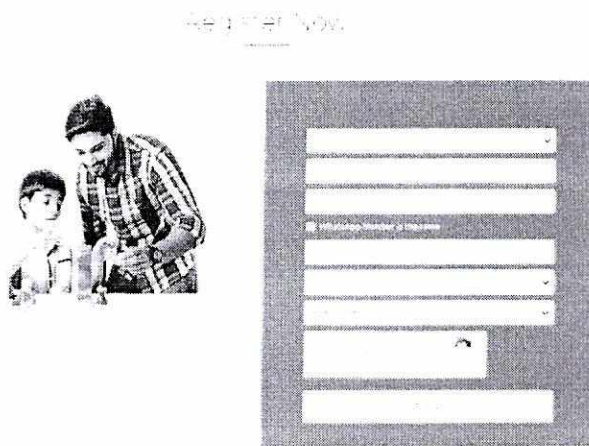
Open www.theindiatoyfair.in on your Browser or Mobile



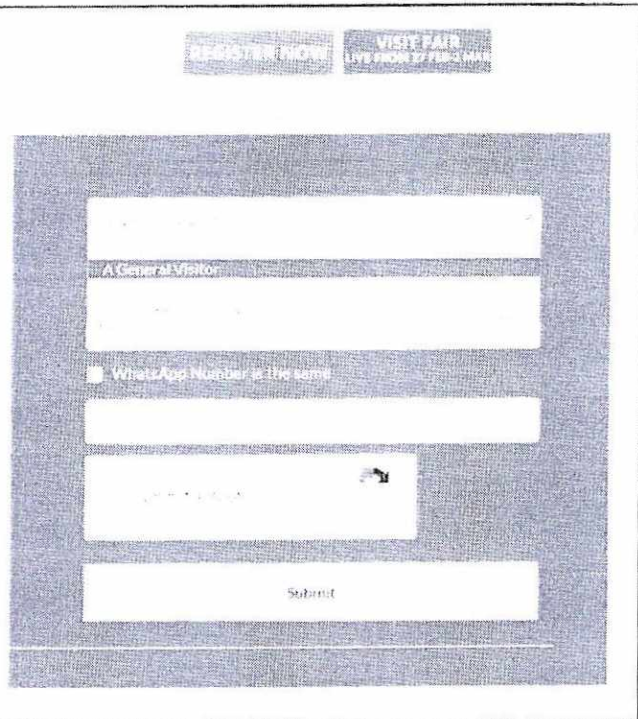


Once the home page opens, click on the *Register now* Button

It will take you to a registration page.

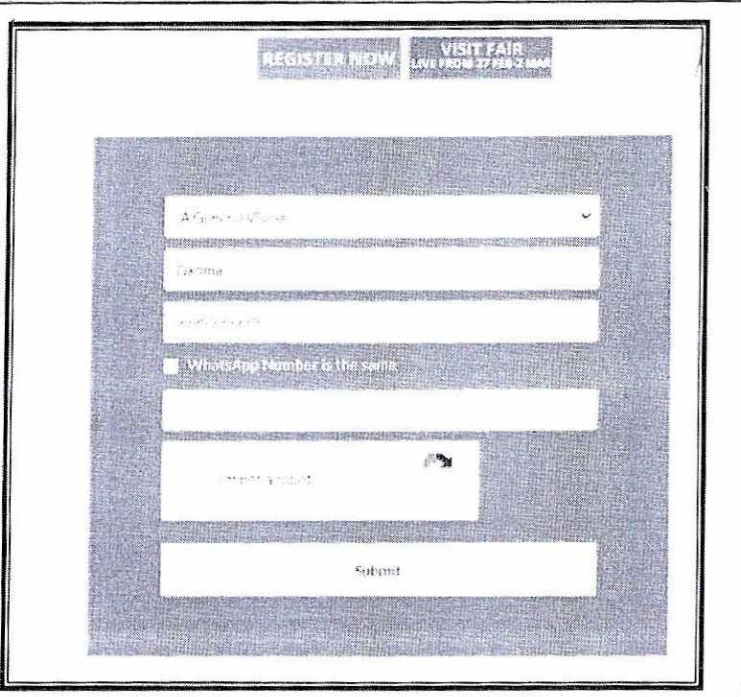


Click on the drop-down arrow of I am* Tab and select *A General Visitor*.



A screenshot of a registration form titled "REGISTER NOW" and "VISIT FAIR LIVE FROM 27 FEB 2 000". The form includes a dropdown menu for "I am*" with "A General Visitor" selected. Other fields include "Name", "Phone Number", and "WhatsApp Number (if the same)". A "Submit" button is at the bottom.

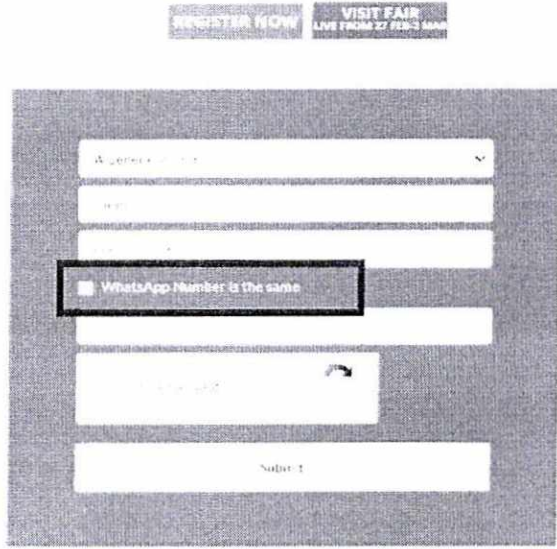
Fill in your Name and Phone Number.



A screenshot of the same registration form, but with the "Name" and "Phone Number" fields filled in. The "I am*" dropdown is still set to "A General Visitor". The "Submit" button is visible at the bottom.

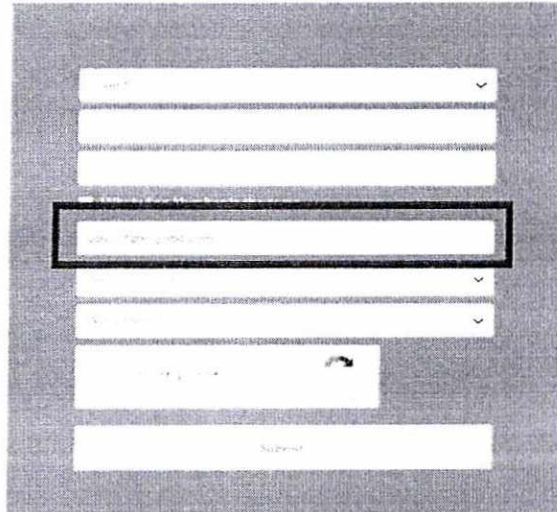
16/c

If you wish to receive notifications on WhatsApp, Check the box which says- *WhatsApp number is the same.*



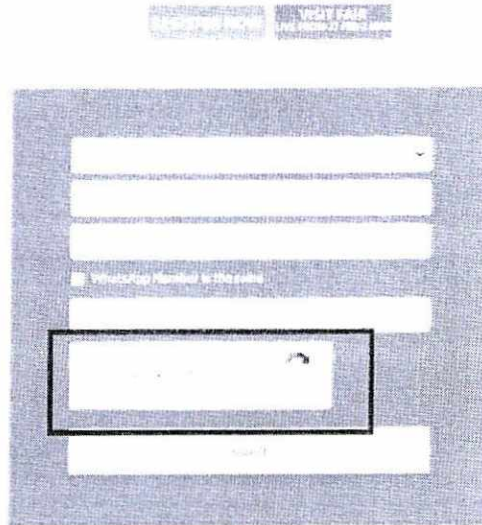
A screenshot of a registration form. At the top, there are two buttons: "REGISTER NOW" and "VISIT FAIR LIVE FROM 27 FEBRUARY 2021". Below these are several input fields. A checkbox labeled "WhatsApp Number is the same" is highlighted with a black box. Below the checkbox is a "Submit" button.

Optionally, you can also give your email address if you want to receive notifications via email.



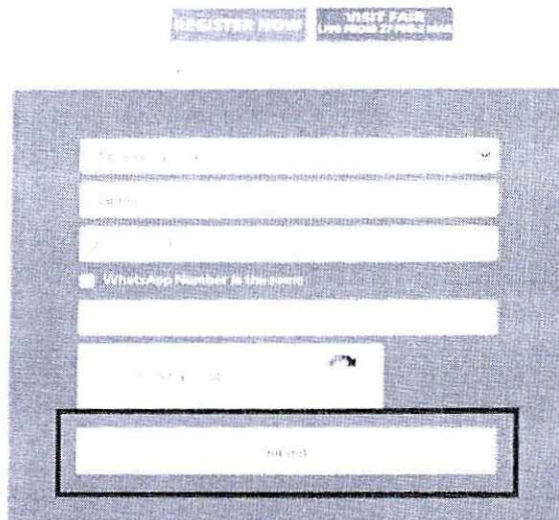
A screenshot of a registration form. It shows several input fields. The email address field is highlighted with a black box. Below the email field is a "Submit" button.

Check the box which says- *I am not a Robot.*



A screenshot of a registration form. At the top, there are two buttons: 'REGISTER HERE' and 'VISIT FAIR Live FROM 27/02/2021'. Below these are several input fields: a dropdown menu, a text field, another text field, and a checkbox labeled 'WhatsApp Number is required'. Below the checkbox is another text field. At the bottom of the form is a 'Submit' button. A black rectangular box highlights the 'I am not a Robot' checkbox.

Press Submit button and you are registered.



A screenshot of the same registration form as above. A black rectangular box highlights the 'Submit' button at the bottom of the form.

Please remember to visit The
India Toy Fair 2021 Virtually
between 27th February to 2nd
March at www.theindiatoyfair.in



Thank you